Using Our Template: A Step-by-Step Guide

We're excited to provide you with reusable templates to engage your community and drive adoption of your Alert system! Follow these simple steps to customize your desired assets and share it with your community:

1. Copy the Template: Highlight the text of the template below and copy it to your clipboard (Ctrl+C or Command+C).

2. Paste into Your Document: Open your preferred social media platform and paste the copied content (Ctrl+V or Command+V) into your document.

3. Customize Your Content: Personalize the template with your own text, images, and branding to ensure it reflects your unique voice and message!

This template is designed to encourage residents to sign up for Alert, ensuring they receive critical information during inclement weather and enhancing community preparedness.

Strategic Engagement:

Social media is the means of interaction among people in which they create, share, and exchange information and ideas in virtual communities and networks. It is a continually evolving, frequently used, and currently the most powerful communication tool. Social media channels are also a fast and easy way to reach many community members with various messages.

Social media tips:

- Use images and videos
- Keep it short and simple
- Add a Call To Action
    - Ask them to like or share your social media posts
    - Ask a question they can answer in the comments
    - Send them to your Protective Places landing page
    - Get them to subscribe to your community engagement newsletter (if you have one)
    - Ask them to connect with you on other social media channels

When is the best time to post on social media channels?
- Facebook - 12 p.m. EST, Monday to Wednesday.
- Twitter - 12 p.m. or 1 p.m. EST, Monday to Wednesday.
- Instagram - 12 p.m. to 1 p.m. EST, Monday to Friday.
- LinkedIn - 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST. Monday and Wednesday.

Suggested Language and Hashtags:

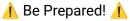**Inclement Weather Posts**

Post 1: Severe Weather Alert
⛈️ Severe Weather Warning! ⛈️
Stay safe and informed! Sign up for [Alert Name] to receive real-time updates about severe weather in our area. Don't wait—prepare today!

👉 [Sign Up for Alert]
#WeatherSafety #StayInformed

Post 2: Emergency Preparedness Tip
⚠️ Be Prepared! ⚠️
Inclement weather can strike at any time. Make sure you have an emergency kit ready! Include water, non-perishable food, and a flashlight. Sign up for [Alert Name] for timely weather updates.

🛑 [Join Alert Now]
#EmergencyPreparedness #SafetyFirst

Post 3: Community Support
🌧️ We're Here for You! 🌧️
During severe weather, your safety is our priority. Sign up for [Alert Name] to receive important community updates and safety information directly to your phone or email.

📱 [Get Alerts Today]
#CommunitySafety #StayConnected

Post 4: Weather Preparedness Reminder
❄️ Winter Weather Ready! ❄️
As winter approaches, be sure to prepare your home and family for potential storms. Sign up for [Alert Name] to get the latest updates on weather conditions!

☃️ [Stay Updated with Alert]
#WinterSafety #Alert

Community Events Posts

Only use these strategies if you use your Alert system for upcoming events.

Post 1: Upcoming Community Event
🎉 Join Us for [Event Name]! 🎉
Mark your calendars for [date]! Enjoy food, fun, and community spirit. Don't forget to sign up for [Alert Name] to stay informed about any event updates!

📅 [Event Details]
#CommunityEvent #GetInvolved

Post 2: Celebrate Community Spirit
🤝 Let's Celebrate Together! 🤝
Join us for [Event Name] on [date]! Connect with your neighbors and enjoy a day filled with activities. Sign up for [Alert Name] so you won't miss any important announcements!

🌟 [Learn More Here]
#CommunitySpirit #TogetherWeThrive